

Engaged Segments

Return Sessions	November, 2016	change from prior month
Return Sessions	2,400,371	14,127 ▲ 0.6%
Pages per Session	3.65	-0.04 ▼ -1.1%
compare to All Sessions	5,896,533	23,686 ▲ 5.7%
Pages per Session	3.02	0.09 ▲ 2.9%

User Actions on EPA site

Contact	November, 2016	change from prior month
Clicked to Email EPA	5,506	1,074 ▼ -16.3%
Viewed Contact Us Page	94,890	-6,482 ▼ -6.4%
Social Media	November, 2016	change from prior month
Shared EPA content	1,286	137 ▲ 11.9%
Total links shared	883	40 ▲ 4.7%
Exited to EPA social site	8,455	-650 ▼ -7.1%
Other Actions	November, 2016	change from prior month
Accessed External Link	325,771	9,954 ▲ 3.2%
Shares by Social Network	November, 2016	change from prior month
Facebook	599	61 ▲ 11.3%
Google+	376	39 ▲ 27.9%
Twitter	195	12 ▲ 106.6%
Pinterest	95	19 ▲ 125.0%

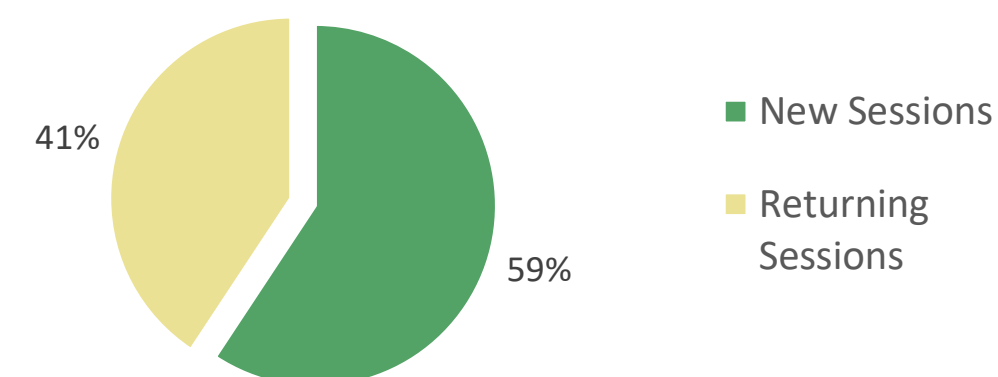
Facebook

EPA page on Facebook	November, 2016	change from prior month
Monthly Views		
Monthly Viewers		
Monthly News Feed Stories		
Total Lifetime Likes		

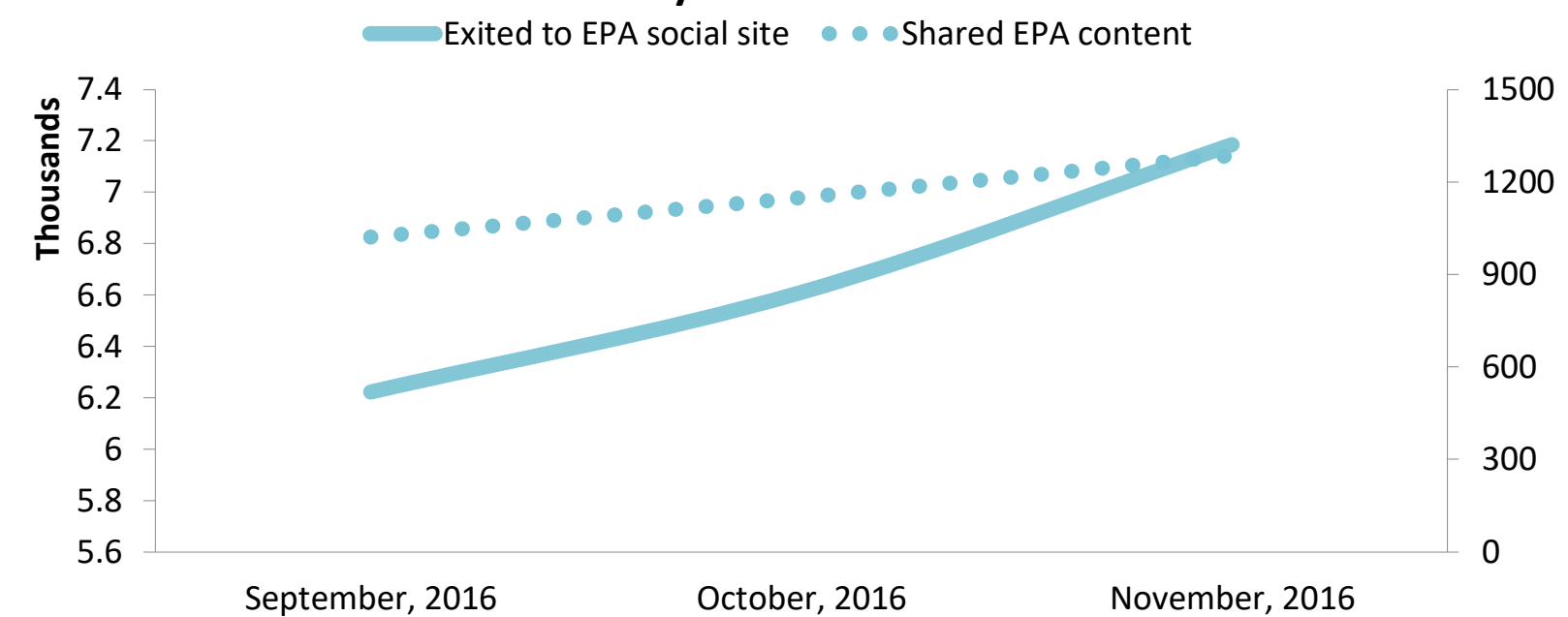
YouTube Channel

Video Views	November, 2016	change from prior month
Monthly Views		
Monthly Shares		
Monthly Comments		
Net Subscribers Gained		

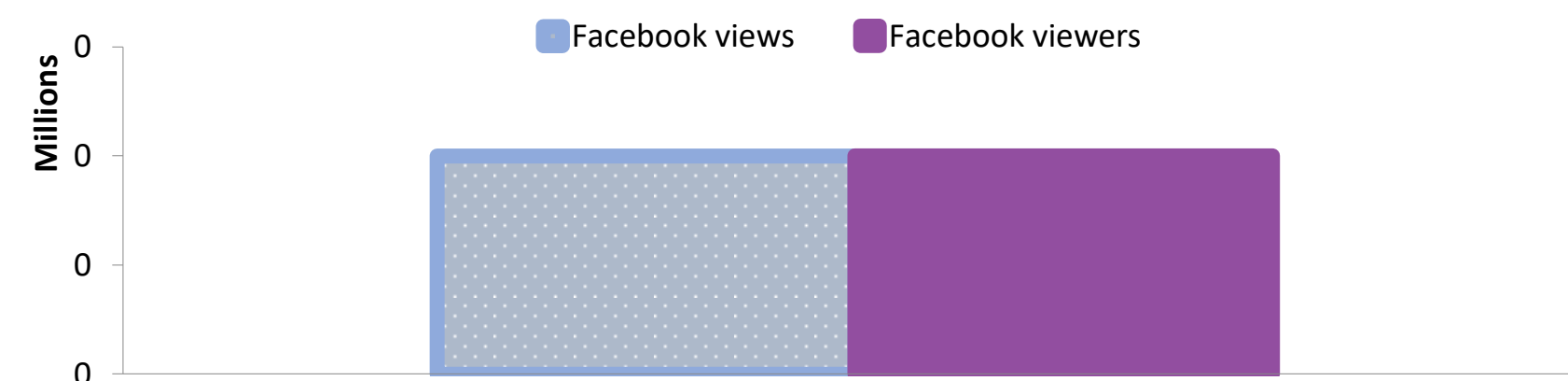
Return Sessions vs. New Sessions November, 2016



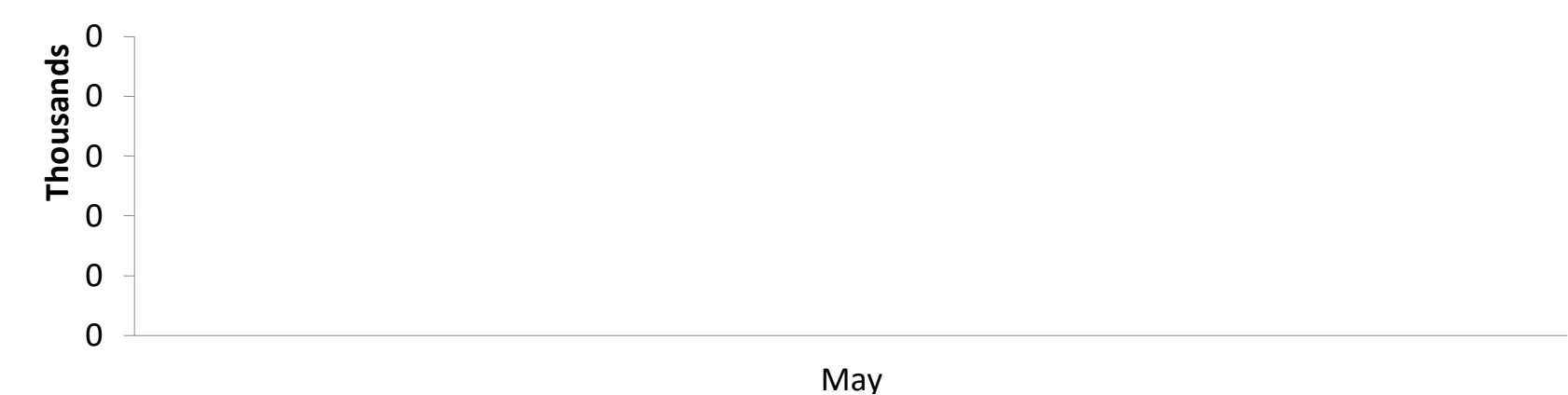
Social Activity trend for last 3 months



Facebook trends for last 6 months



YouTube Views trend for last 6 months



Agency Web Traffic: Engagement Report

Top 10 Contact Us Pages	by pageviews	November, 2016	Top 10 Pages for Email Contact	by email clicks	November, 2016
Contact EPA U.S. Environmental Protection Agency Home		15,239	State Asbestos Contacts Asbestos US EPA		357
Contact Us about EPA's Organizations About EPA US EPA		5,222	Apply For or Update Your Renovation Firm's Lead-Safe Certification Lead US EPA		173
State Asbestos Contacts Asbestos US EPA		3,575	EPA Hotlines U.S. Environmental Protection Agency Home US EPA		95
Contact Us about Lead Lead US EPA		2,143	Contacts in the Office of Pesticide Programs, Registration Division Pesticide Registration US EPA		85
Enforcement: Contact Us Enforcement US EPA		2,097	Media Contacts Newsroom US EPA		77
Contact EPA Region 5 About EPA US EPA		1,240	Selected EPA-registered Disinfectants Pesticide Registration US EPA		68
EPA Regional Lead Contacts Lead US EPA		1,093	EMC Methods Support Directory Air Emission Measurement Center US EPA		68
Contact Us about Mold Mold US EPA		1,052	EPA Regional Lead Contacts Lead US EPA		67
Media Contacts Newsroom US EPA		964	Contact Us about Importing Vehicles and Engines Importing Vehicles and Engines US EPA		67
Contacts in the Office of Pesticide Programs, Registration Division Pesticide Registration US EPA		961	BASINS EPA Center for Exposure Assessment Modeling (CEAM) CEAM		56
Top 20 Shared URLs				by number of shares	November, 2016
cumulis.epa.gov/supercpad/cursites/csitinfo.cfm					13
search.epa.gov/epasearch/epasearch					7
epa.gov/renewable-fuel-standard-program/final-renewable-fuel-standards-2017-and-biomass-based-diesel-volume					5
epa.gov/ghgemissions/global-greenhouse-gas-emissions-data					5
epa.gov/mold/interactive-mold-house-tour					4
epa.gov/pesticides/epa-registers-dicamba-formulation-use-dicamba-tolerant-crops					4
epa.gov/climatechange/what-you-can-do-about-climate-change					4
epa.gov/superfund					4
epa.gov/climate-change-science/causes-climate-change					4
epa.gov/vw					4
epa.gov/recycle					4
epa.gov/nepa					4
epa.gov/environmentaljustice/about-ej-2020					4
search.epa.gov/epasearch/epasearch?doctype=all&originalquerytext=&faq=true&sessionid=5570ea5187ff4faeb15d6cb54c082c17&referrer=https://www.google.com/					4
epa.gov/enviroatlas					4
epa.gov/recycle/recycling-basics					4
epa.gov/climatechange/what-you-can-do-home					4
epa.gov/recycle/reducing-waste-what-you-can-do					4
epa.gov/sustainable-management-food/united-states-2030-food-loss-and-waste-reduction-goal					4
epa.gov/assessing-and-managing-chemicals-under-tsca/evaluating-risk-existing-chemicals-under-tsca					4
Top 10 External Links				by link clicks	November, 2016
https://epa.usajobs.gov/search?keyword=%22environmental%20protection%20agency%22					7,017
http://search.earth911.com/					4,970
http://citybugs.tamu.edu/factsheets/biting-stinging/others/ent-3012/					2,765
https://www.ipcc.ch/report/ar5/wg3/					2,486
https://epa.usajobs.gov/search/advancedsearch					2,053
http://www.ecyclingcentral.com/					2,036
https://www.gpo.gov/fdsys/browse/collectioncfr.action?collectioncode=cfr					1,912
http://www.gpo.gov/fdsys/browse/collectionuscode.action?collectioncode=uscode					1,902
https://trimewebmod.epa.gov/cdx-trime-web/action/form/home/					1,839
http://www.bestbuy.com/site/global-promotions/recycling-electronics/pcmcat149900050025.c?id=pcmcat149900050025&dcmp=rdr0001422					1,839

YouTube Channel

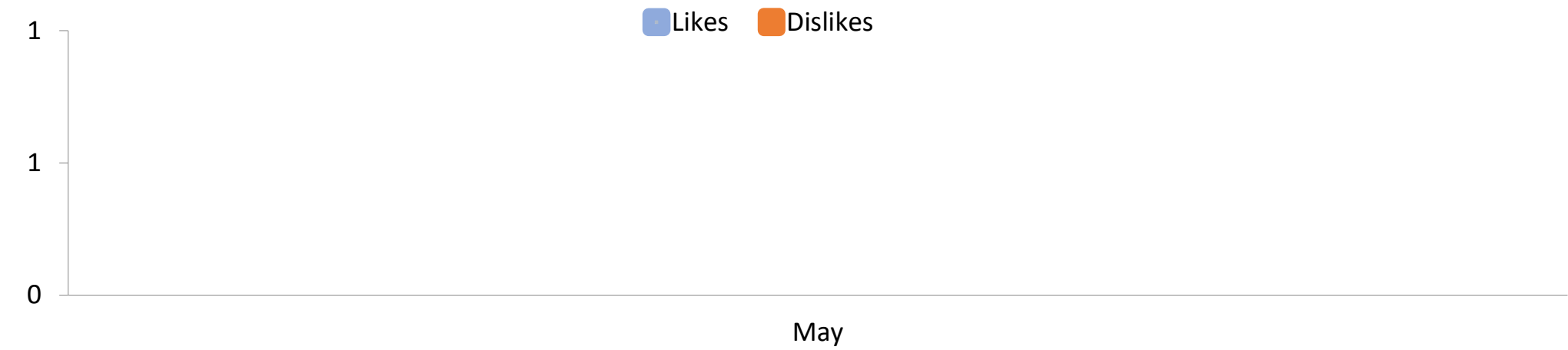
Monthly Statistics

November, 2016

Demographics

November, 2016

YouTube Likes/Dislikes for last 6 months



0%

age13-17

YouTube Average View Duration for last 6 months

